

Date: 25-Sep-12

TO: Susie Toma  
Brad Daniell (Telerep Atlanta)

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: Critz  
  
Week of: 9/17 - 9/23  
  
Contract Number: 325759 - HL6263727

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
5	8-1030A Sat	:30	\$370	5	1	\$275	\$95
6	530-8A Sun	:30	\$345	5	1	\$250	\$95
7	8-10A Sun	:30	\$370	5	1	\$275	\$95
15	6-630P Sun	:30	\$670	5	1	\$250	\$420
18	7-730P Sat	:30	\$670	5	1	\$250	\$420
19	8-9A Mon	:30	\$570	5	1	\$425	\$145
20	11-1135P Tue	:30	\$1,995	5	1	\$1,350	\$645

**TOTAL REBATE (Gross) \$1,915**  
**(Net) \$1,627.75**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ RTV

☐ WPXI.com

☐ WPXI Mobile



Agency LUC, Inc

Write-up Date 9/25/12

Client Pol-Critz

Requested By D. Tavoletti

Campaign/Title Congress

Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒ \_\_\_\_\_

**Reference:**

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 325 759

Explanation of Adjustments by Requestor: LUC. See attached

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 1915.00

Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 1627.75

Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 9/25/12

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSi \_\_\_\_\_



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

# Contract # 325759

**Schedule Dates** 09/17/12-09/23/12  
**Advertiser** Pol/Critz M/D/Con/PA (12930)  
**Agency** Luc, Inc. (2895)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/M CRITZ/D/CON/PA (131741)  
**Salesperson** Telerep/Atlanta, Atlanta (1044)  
**Sales Office** Telerep/Atlanta  
**Buyer Name** MILLS,AMY  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** 2428  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 08/06/12  
**Last Modified** 08/07/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06263727  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,825.75  
**Net Total** \$21,679.25  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  

Spots	Rate
Sep. 2012	\$25,505.00
<b>Grand Total:</b>	<b>\$25,505.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/18/12-09/20/12	5	:30	5:59A- Channel 11 News 6am			1		1				2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 6-7A/1	8/6/12
2.0	Normal Line / Spot	09/17/12-09/21/12	5	:30	7A- 8A (EST)		1				1			2	\$240.00	\$240.00	Pittsburgh (WPXI)	TODAY 7-8A/2	8/6/12
3.0	Normal Line / Spot	09/19/12-09/19/12	5	:30	8A- 9A (EST)				1					1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8-9A/3	8/6/12
4.0	Normal Line / Spot	09/18/12-09/20/12	5	:30	9A- Today Show 9a			1		1				2	\$395.00	\$790.00	Pittsburgh (WPXI)	TODAY 9-10A/4	8/6/12
5.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 10:30A (EST)							1		1	\$345.00	\$345.00	Pittsburgh (WPXI)	NEWS 8A-1030A/5	8/6/12
6.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	5:30A- 8A (EST)								1	1	\$345.00	\$345.00	Pittsburgh (WPXI)	NEWS 530A-8A/6	8/6/12
7.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	8A- 10A (EST)								1	1	\$370.00	\$370.00	Pittsburgh (WPXI)	SUN 8A-10A/7	8/6/12
8.0	Normal Line / Spot	09/19/12-09/21/12	5	:30	10A- Ellen				1		1			1	\$345.00	\$345.00	Pittsburgh (WPXI)	ELLEN/8	8/6/12
9.0	Normal Line / Spot	09/18/12-09/20/12	5	:30	11:59A- Channel 11 News At Noon			1	1	1				3	\$370.00	\$1,110.00	Pittsburgh (WPXI)	NOON NEWS/9	8/6/12
10.0	Normal Line / Spot	09/18/12-09/20/12	5	:30	4P- Judge Judy 4p				1		1			2	\$395.00	\$790.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/10	8/6/12
11.0	Normal Line / Spot	09/17/12-09/19/12	5	:30	4:29P- Judge Judy 430p		1			1				2	\$495.00	\$990.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/11	8/6/12
12.0	Normal Line / Spot	09/17/12-09/21/12	5	:30	5P- 5:30P (EST)		1				1			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 5-530P/12	8/6/12
13.0	Normal Line / Spot	09/18/12-09/20/12	5	:30	5:30P- 6P (EST)			1		1				2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 530-6P/13	8/6/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Sep. 2012	34	\$25,505.00
<b>Grand Total:</b>	<b>34</b>	<b>\$25,505.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / Spot	09/17/12-09/19/12	5	:30	5:58P- Channel 11 News At 6pm M-F	1			1					2	\$995.00	\$1,990.00	Pittsburgh (WPXI)	NEWS 6-630P/14	8/6/12
15.0	Normal Line / Spot	09/23/12-09/23/12	5	:30	6P- CHANNEL 11 NEWS								1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 6-630P/15	8/6/12
16.0	Normal Line / Spot	09/18/12-09/21/12	5	:30	6:59P- Jeopardy			1						2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	JEOP 7-730P/16	8/6/12
17.0	Normal Line / Spot	09/17/12-09/19/12	5	:30	7:30P- WHEEL OF FORTUNE	1			1					2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	WHEEL 730-8P/17	8/6/12
18.0	Normal Line / Spot	09/22/12-09/22/12	5	:30	7P- Jerome Bettis 7-730P							1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	BETTIS 7-730P/18	8/6/12
19.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	8A- 9A (EST)		1							1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8-9A MKGD	8/7/12
20.0	Normal Line / Spot	09/18/12-09/18/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P				1					1	\$1,995.00	\$1,995.00	Pittsburgh (WPXI)	LATE NEWS/20	8/6/12
21.0	Normal Line / Spot	09/17/12-09/21/12	5	:30	11:34P- TONIGHT SHOW	1					1			2	\$670.00	\$1,340.00	Pittsburgh (WPXI)	TONIGHT/21	8/6/12

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Date:

Accepted-Station:

Date:

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